

**Supplemental Table S4: BHCK Hashtags\* Created Per Phase**

<b>Phase and Slogan</b>	<b>BHCK Hashtag</b>
Smart Drinks <i>Refresh with a Smart Drink</i>	#RefreshBHCK  #DrinkSmartBHCK
Smart Snacks <i>Refuel with a Smart Snack</i>	#RefuelBHCK  #SnackSmartBHCK
Smart Cooking <i>Reach your potential with Smart Cooking</i>	#CookSmartBHCK  #ReachYourPotentialBHCK
Anytime	#Bmore4kids  #SundayChallengeBHCK  #SpotlightSaturdayBHCK  #FunFactFridayBHCK

\*BHCK hashtags were used on all social media platforms and text messages.